



WVEC  
613 Woodis Ave.  
Norfolk, VA 23510

Crossroads Media LLC  
66 Canal Center Plaza  
Suite 555  
Alexandria, VA 22314-1576

**Contract # 841561**

**Schedule Dates** 07/30/12-08/03/12  
**Advertiser** Crossroads GPS (33741)  
**Agency/T-Code** Crossroads Media LLC (2774)/055317791  
**Product** Political - Non-Ballot Issue (1196)  
**Brand** CROSSROADS GPS 30 (148299)  
**Salesperson** Blair, Cheryl (2205)  
**Sales Office** TeleRep - Philadelphia  
**Buyer Name** MARONEY,STEPHANIE  
**Phone/Fax** (202) 559-6424 /  
**CPE** 12/11/732  
**Account Types** National/Political Issue - Agency  
**Billing Type** Weekly/Irregular  
**Comments** CROSSROADS GPS :30  
\*\*\*\*\* THIS IS A CASH IN ADVANCE SCHEDULE \*\*\*\*\*

**Date Entered** 07/10/12  
**Last Modified** 08/02/12  
**Entered By** Penne Marsh  
**CO-OP** No  
**Headline #** 06225697  
**Demo**  
**Order Type** Normal  
**Package Deal**  
**Commission %** 15.00  
**Commission** \$5,305.50  
**Net Total** \$30,064.50  
**Sales Tax**

**Norfolk (WVEC) (WVEC)**

By Broadcast Month	Spots	Rate
Aug. 2012	40	\$35,370.00
<b>Grand Total:</b>	<b>40</b>	<b>\$35,370.00</b>

Line	Line Type / Break Type (Ref #)	Dates	Sec	Length	Run Times	SPW	Mo	Tu	We	Th	Fr	Sa	Su	Spots	Rate	Total	Station	Comments	Entered
2.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	10:58A- 12P (ET)						1			1	\$530.00	\$530.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/10/12
3.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	5A- 5:58A (ET)						1			1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
4.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	6P- 6:30P (ET)						1			1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
5.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	6:58P- 7:28P (ET)						1			1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
6.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	7:28P- 7:57P (ET)						1			1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
7.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	9A- 10A (ET)						1			1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12

**CONFIRMATION CONTRACT**

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8.0	Revised Line / SPOT	07/30/12-08/06/12	4	:30	11P- 11:35P (ET)		1										Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
8.1	End Dated Line / SPOT	07/30/12-07/30/12	4	:30	11P- 11:35P (ET)		1							1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	8/2/12
9.0	Revised Line / SPOT	07/30/12-08/06/12	4	:30	10:58A- 12P (ET)		1										Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/10/12
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10.0	Revised Line / SPOT	07/30/12-08/06/12	4	:30	5A- 5:58A (ET)		1										Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
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12.0	Revised Line / SPOT	07/30/12-08/06/12	4	:30	6:58P- 7:28P (ET)		1										Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
12.1	End Dated Line / SPOT	07/30/12-07/30/12	4	:30	6:58P- 7:28P (ET)		1							1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	8/2/12
13.0	Revised Line / SPOT	07/30/12-08/06/12	4	:30	7:28P- 7:57P (ET)		1										Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12
13.1	End Dated Line / SPOT	07/30/12-07/30/12	4	:30	7:28P- 7:57P (ET)		1							1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	8/2/12
14.0	Revised Line / SPOT	07/30/12-08/06/12	4	:30	9A- 10A (ET)		1										Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12

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14.1	End Dated Line / SPOT	07/30/12-07/30/12	4	:30	9A- 10A (ET)		1							1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	8/2/12
17.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	11P- 11:35P (ET)					1				1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
18.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	10:58A- 12P (ET)					1				1	\$530.00	\$530.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/10/12
19.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	5A- 5:58A (ET)					1				1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
20.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	6P- 6:30P (ET)					1				1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
21.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	6:58P- 7:28P (ET)					1				1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12
22.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	7:28P- 7:57P (ET)					1				1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, JEOPARDY<	7/10/12

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23.0	Normal Line / SPOT	08/02/12-08/02/12	4	:30	9A- 10A (ET)					1				1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
24.0	Normal Line / SPOT	07/31/12-07/31/12	4	:30	11P- 11:35P (ET)			1						1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
25.0	Normal Line / SPOT	07/31/12-07/31/12	4	:30	10:58A- 12P (ET)			1						1	\$530.00	\$530.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/10/12
26.0	Normal Line / SPOT	07/31/12-07/31/12	4	:30	5A- 5:58A (ET)			1						1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
27.0	Normal Line / SPOT	07/31/12-07/31/12	4	:30	6P- 6:30P (ET)			1						1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
28.0	Normal Line / SPOT	07/31/12-07/31/12	4	:30	6:58P- 7:28P (ET)			1						1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12

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30.0	Normal Line / SPOT	07/31/12-07/31/12	4	:30	9A- 10A (ET)			1						1	\$430.00	\$430.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, REGIS&KELLY<	7/10/12
31.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	11P- 11:35P (ET)				1					1	\$1,055.00	\$1,055.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NEWS AT 11	7/10/12
32.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	10:58A- 12P (ET)				1					1	\$530.00	\$530.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, VIEW-ABC	7/10/12
33.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	5A- 5:58A (ET)				1					1	\$450.00	\$450.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 NWS DYBRK A<	7/10/12
34.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	6P- 6:30P (ET)				1					1	\$1,080.00	\$1,080.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, 13 EARLY NWS<	7/10/12
35.0	Normal Line / SPOT	08/01/12-08/01/12	4	:30	6:58P- 7:28P (ET)				1					1	\$1,440.00	\$1,440.00	Norfolk (WVEC) (WVEC)	ELEMENT AT POSTION 1 IN DAYDETAILEDPERIOD IS RATE, WHEEL-FORTNE<	7/10/12

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39.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	5A- 5:58A (ET)						1			1	\$550.00	\$550.00	Norfolk (WVEC) (WVEC)		8/2/12
40.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	5:58A- 7A (ET)						1			1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)		8/2/12
41.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	7A- 9A (ET)						1			1	\$1,300.00	\$1,300.00	Norfolk (WVEC) (WVEC)		8/2/12
42.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	9A- 10A (ET)						1				\$500.00		Norfolk (WVEC) (WVEC)		8/2/12
42.0.1	Closed Preempt	08/03/12															Norfolk (WVEC) (WVEC)	I-NA on Entry/Exception -	
43.0	Normal Line / SPOT	08/03/12-08/03/12	4	:30	10A- 10:58A (ET)						2			2	\$500.00	\$1,000.00	Norfolk (WVEC) (WVEC)		8/2/12

**CONFIRMATION CONTRACT**

Accepted-Agency/Advertiser:	Date:	Accepted-Station:	Date:	Comments: